

KCRA-TV, KQCA (TV)
EEO PUBLIC FILE REPORT
August 1, 2015 - July 31, 2016

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Account Executive Open Date: 4/2/2014 Hire Date: 9/15/2015	1-2, 4, 6, 8-19, 21, 25-28, 31, 40-42, 44, 46, 48, 50	27
Producer Open Date: 4/20/2015 Hire Date: 1/18/2016	1-5, 9-19, 22, 25-26, 28, 30-31, 34, 36- 37, 40-42, 44-48, 50	16
News Reporter Open Date: 5/28/2015 Hire Date: 1/1/2016	2-6, 8-19, 21-22, 25-26, 28, 30-31, 34- 37, 40-42, 44-50	35
Assignment Editor Open Date: 5/28/2015 Hire Date: 9/7/2015	2-6, 8-20, 22, 25-26, 28, 30-31, 34, 36- 37, 40-42, 44-50	20
Producer Open Date: 6/3/2015 Hire Date: 9/1/2015	2-6, 8-19, 21-22, 25-26, 28, 30-31, 34, 36-37, 40-42, 44-50	21
Broadcast/IT Engineering Maintenance Technician Open Date: 6/22/2015 Hire Date: 8/24/2015	2-6, 8-20, 22, 24-26, 28, 30-31, 34, 36- 37, 40-42, 44-50	20
Modesto Bureau News Photographer/Live Truck Operat Open Date: 7/6/2015 Hire Date: 8/11/2015	2-6, 8-19, 21-22, 24-26, 28, 30-31, 34, 36-37, 40-42, 44-50	21
Senior Digital Editor Open Date: 7/7/2015 Hire Date: 8/24/2015	1-6, 8-22, 25-26, 28, 30-31, 34, 37-38, 40-42, 44-50	20
Broadcast/IT Engineering Maintenance Technician Open Date: 7/27/2015 Hire Date: 10/7/2015	2-6, 8-16, 18-19, 22, 24-26, 28, 31, 34, 36-37, 40-42, 44-50	16
Meteorologist Open Date: 7/27/2015 Hire Date: 1/1/2016	2-6, 8-20, 22, 25-26, 28, 30-32, 34, 37, 40-42, 44-50	20
Account Executive Open Date: 8/14/2015 Hire Date: 7/7/2016	1-2, 4, 6, 8-11, 13-19, 21-22, 25-26, 28, 30-31, 36-37, 40-41, 44-45, 47-48, 50	21
Client Service Specialist Open Date: 8/14/2015 Hire Date: 9/15/2015	1-2, 4, 6, 8-11, 13-14, 16, 18-19, 21-22, 24-26, 28, 37, 40-42, 44, 47-48, 50	21
Account Executive Open Date: 8/18/2015 Hire Date: 11/2/2015	1-11, 13-19, 21-22, 25-26, 28, 30-31, 34, 36-37, 40-41, 44-50	16
Social Media Manager Open Date: 8/21/2015 Hire Date: 9/18/2015	1-6, 8-18, 21-22, 24-26, 28, 30-31, 34, 37, 40-42, 44-47, 50	21

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Client Service Specialist Open Date: 8/24/2015 Hire Date: 9/24/2015	1-2, 4, 6, 8, 10-11, 13, 15-16, 18-19, 21-22, 24-26, 28, 37, 40-42, 44, 46-48, 50	16
Digital Producer Open Date: 9/18/2015 Hire Date: 11/30/2015	2-4, 6, 8, 10-19, 21-22, 25-26, 28, 30-31, 34, 36-37, 40-41, 44-50	21
Assignment Editor Open Date: 9/18/2015 Hire Date: 1/11/2016	2-4, 6, 8, 10-19, 21-22, 25-26, 28, 30-31, 34, 36-37, 40-41, 44-50	21
Regional Accounting Manager Open Date: 10/2/2015 Hire Date: 12/14/2015	2, 4, 11-14, 16, 18, 21-22, 24-25, 28-29, 40-41	21
News Reporter Open Date: 10/28/2015 Hire Date: 2/22/2016	1-6, 8-19, 22, 25-26, 28, 30-34, 36-37, 40-41, 44-50	32
Digital Client Service Specialist Open Date: 10/29/2015 Hire Date: 11/30/2015	2-19, 21-22, 24-26, 28, 30-31, 34, 36-37, 40-41, 44-50	21
Client Service Specialist Open Date: 10/30/2015 Hire Date: 12/1/2015	1-2, 4-6, 8-19, 21-22, 24-26, 28, 30-31, 34, 36-37, 40-41, 44-48, 50	21
News Reporter Open Date: 11/1/2015 Hire Date: 3/14/2016	2-20, 22, 25-26, 28, 30-31, 33-34, 36-37, 40-41, 44-50	20
Tech Operator Open Date: 11/6/2015 Hire Date: 2/8/2016	2, 4-20, 22, 25-26, 28, 30-31, 34, 36-37, 40-41, 44-48, 50	20
News Photographer/Live Truck Operator Open Date: 11/24/2015 Hire Date: 3/24/2016	2-19, 22-23, 25-26, 28, 30-31, 34, 36-37, 40-41, 44-50	23
Producer Open Date: 11/24/2015 Hire Date: 4/11/2016	2-19, 22, 25-26, 28, 30-31, 34, 36-37, 40-41, 44-50	16
Director Open Date: 11/25/2015 Hire Date: 2/22/2016	2-19, 21-22, 24-26, 28, 30-31, 34, 36-37, 40-41, 44-50	21
Topical Producer/Editor Open Date: 11/30/2015 Hire Date: 3/25/2016	1-6, 8, 10-20, 22, 24-26, 28, 30-31, 34, 36-37, 40-41, 44-50	20
Digital Media Manager Open Date: 2/8/2016 Hire Date: 3/14/2016	1-6, 8, 10-20, 22, 25-26, 28, 31, 34, 36-37, 40-41, 44-50	20

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National Sales Manager Open Date: 2/8/2016 Hire Date: 3/21/2016	1-2, 4-6, 8, 10-20, 22, 24-26, 28, 31, 34 -37, 40-41, 44-48, 50	35
Tech Operator Open Date: 2/26/2016 Hire Date: 4/18/2016	2, 4, 6-8, 10-20, 22, 25-26, 28, 31, 34, 36-37, 40-41, 44-48, 50	20
Tech Operator Open Date: 2/26/2016 Hire Date: 4/4/2016	2-8, 10-20, 22, 25-26, 28, 31, 34, 37, 40 -41, 44-48, 50	20
Topical Promotion Producer/Editor Open Date: 4/4/2016 Hire Date: 5/31/2016	1-6, 8, 10-19, 22, 24-26, 28-31, 34, 36- 37, 40-41, 44-50	24
Client Service Specialist Open Date: 4/4/2016 Hire Date: 5/9/2016	1-2, 4-6, 8, 10-11, 13-19, 22, 24-26, 28, 30-31, 34, 36-37, 40-41, 43-48	16
Producer Open Date: 5/4/2016 Hire Date: 6/20/2016	2-6, 8, 10-19, 22, 25-26, 28, 30-31, 34, 36-37, 39-41, 44-50	16

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	602 Communications Graeme Newell 3339 E. Wickieup Lane Phoenix, Arizona 85050 Phone : 602-954-8373 Email : slizik@602communications.com Sandy Lizik	N	0
2	A Family Affair Connections 3521 Broadway Sacramento, California 95817 Phone : 916-393-9682 Email : afabridges@yahoo.com Albert Johnson Prong 2 Start Date: 11/30/2010	Y	0
3	AAJA 5 Third Street Suite 1108 San Francisco, California Phone : 415-346-2051 Career Services Manual Posting	N	0
4	Africana Journalists Society of San Diego State University 5500 Campanile Drive San Diego, California 92182 Phone : (619) 594-6531 Email : africana@mail.sdsu.edu Career Services Prong 2 Start Date: 9/30/2008	Y	0
5	American Broadcasting School 4511 SE 29th St. Oklahoma City, Oklahoma 73115 Phone : (405) 672-6511 Email : admissions@radioschool.com Career Services	N	0
6	Asian Women's Resources 940 Washington St San Francisco, California 94108 Phone : 415.788.1008 Email : awrcgloria@pacbell.net Peter Goetze	N	0

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7	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : kwitkoe@bates.ctc.edu Ken Witkoe	N	0
8	Bay Area Star 900 Front Street San Francisco, California 94111 Phone : 408-249-7682 Url : http://www.bayareastar.org/ Career Services Manual Posting	N	0
9	Black Journalist Association of Southern California P.O. Box 75129 Los Angeles, California 90075 Phone : 301-405-0248 Email : INFO@bjasc.org Career Services	N	0
10	CA State University, Chico 400 West 1st St. Chico, California 95929 Phone : 530.898.5253 Email : humanresources@csuchico.edu Career Services	N	0
11	CA State University, Northridge 18111 Nordhoff St Northridge, California 91330 Phone : 818-677-1200 Email : career.center@csun.edu Career Services Prong 2 Start Date: 9/30/2008	Y	0
12	Cal Jobs PO Box 826880 MIC 83 Sacramento, California 94280 Phone : 1-800-758-0398 Url : http://www.caljobs.ca.gov Career Services Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	California Broadcasters Assoc. 915 "L" Street Suite #1150 Sacramento, California 95814 Phone : 916-444-2237 Url : http://www.yourcba.com Joe Berry Manual Posting	N	0
14	California Employment Development Dept. PO Box 826880 MIC 83 Sacramento, California 94280 Phone : 916-654-7241 Url : http://www.caljobs.ca.gov Career Services Manual Posting	N	0
15	California Indian Manpower Consortium 738 North Market Blvd. Sacramento, California 95834 Phone : 916.920.0285 Email : terrio@cimcinc.com Career Services	N	0
16	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Phone : 704-348-8073 Url : http://careers.hearsttelevision.com/ Email : htv.careers@hearst.com HTV Careers	N	45
17	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695 Url : http://www.collectivetalent.com/ Email : bille@michaelsmedia.com Michael Bille	N	0
18	Cosumnes River College 8401 Center Parkway Sacramento, California 95823 Phone : 916-691-7344 Email : garymartin@accesssacramento.org Gary Martin Prong 2 Start Date: 9/30/2008	Y	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
19	Crossroads Diversified Employment Services 7011 Sylvan Rd Citrus Heights, California 95610 Phone : 916.676.2540 Email : eren@crossroadsdiversified.com Career Services	N	0
20	Current Employee	N	19
21	Employee Referral	N	20
22	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
23	Former Employee	N	1
24	Indeed.com 7501 N. Capital of Texas Hwy Building B Austin, Texas 78731 Phone : . Url : www.indeed.com Career Services Manual Posting	N	22
25	Inter-Tribal Council of CA. Inc. 2755 Cottage Way Ste #14 Sacramento, California 95825 Phone : 916-973-9581 Email : larryb@itccinc.org Fax : 1-916-973-0117 Larry Barther Prong 2 Start Date: 11/30/2010	Y	0
26	Jesus Christ of Latter Day Saints Church 2090 California Circle Rancho Cordova, California 95742-6402 Phone : 916-357-5870 Email : erline.applegate@yahoo.com . . .	N	0
27	Job Fair	N	1

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28	Job Journal 3050 Fite Circle Suite 100 Sacramento, California 95827 Phone : 916-925-0800 x310 John Nelson Manual Posting	N	0
29	LinkedIn.com 2029 Stierlin Court Mountain View, California Phone : . Career Services Manual Posting	N	2
30	Maynard Institute for Journalism Education 663 13th St., suite 200 Oakland, California 94612 Phone : 510.891.9202 Email : djm@maynardije.org Career Services	N	0
31	Medialine PO Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : http://www.medialine.com Email : medialine@medialine.com Career Services	N	0
32	Napoli Management Group 8844 West Olympic Blvd Suite 100 Beverly Hill, California 90211 Phone : 310-385-8222 Recruiter . Manual Posting	N	2
33	Naso Group 19501 East Country Club Drive Aventura, Florida 33180 Phone : 305.682.0564 Michael Naso Manual Posting	N	2

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34	National Association of Hispanic Journalists 1000 National Press Building Washington, District of Columbia 20045 Phone : 202-662-7145 Url : http://nahj.ihispano.com/ Career Services Manual Posting	N	0
35	Non-Employee Referral	N	2
36	Radio Television Digital News Association 529 14th St, NW Suite 425 Washington, District of Columbia 20045 Phone : 202-725-8318 Url : http://www.rtnda.org/jobs Fax : 1-202-223-4007 Career Services	N	0
37	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
38	Rick Gevers & Associates P O Box 577 Zionsville, Indiana 46077-0577 Phone : 317-769-7900 Url : rickgevers.com Email : rick@rickgevers.com Fax : 1-317-769-7910 Rick Gevers	N	0
39	RMC Employment Services . Sacramento, California Phone : 916-287-0762 Email : rmcemployment6854@gmail.com Gemma Wright Prong 2 Start Date: 5/2/2016	Y	0

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40	Sacramento Chinese Community Service Center 420 I St. #5 Sacramento, California 95814 Phone : 916.442.4228 Email : admin@scscsc.org ..	N	0
41	Sacramento County Employment Services 609 9th St Sacramento, California 95814 Email : chaostasaccounty@saccounty.net Career Services	N	0
42	Sacramento Works Career Center 915 Broadway Sacramento, California 95818 Email : MarkSandersSWCC@delpaso.seta.net Career Services	N	0
43	SimplyHired.com 370 San Aleso Ave Sunnyvale, California Phone : (408) 400-4770 Career Serivces Manual Posting	N	1
44	Solano Community College 4000 Suisun Valley Rd Fairfield, California 95434 Phone : 707.864.7124 Email : jpstuden@solano.edu ..	N	0
45	Talent Dynamics 600 Las Colinas Blvd Suite 100 Irving, Texas 75039 Phone : 214-951-9610 Email : connell@talentdynamics.com Sandra Connell	N	0
46	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Career Services Manual Posting	N	2

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47	TVB 120 Wall Street, 15th Floor New York , New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	0
48	University of California-Davis 1 Shields Avenue Davis, California 95616 Phone : 530-752-2855 Url : http://www.Iccweb.ucdavis.edu Career Services Manual Posting	N	0
49	Willinger Talent Agency 875 Avenue of the Americas Suite 201 New York, New York 10001 Phone : 2126957950 Email : info@willingertalent.com Fax : 1-212-695-1855 Greg Willinger	N	1
50	Yuba College 2088 North Beale Road Marysville, California 95901 Phone : 509-741-6700 Email : aepler@yccd.edu Career Services	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			120

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	8/5/2015	Participation in events sponsored by community groups	National Association of Black Journalists five day Convention and Career Expo (8/5/15-8/9/15). Discussed career opportunities in broadcast journalism in general and with Hearst Stations, Inc. with convention attendees.	1	News Director	0.25
2	8/12/2015	Participation in Job Fairs	Asian American Journalism Association Conference in San Francisco (8/12/15 - 8/14/15). Discussed career opportunities in broadcast journalism and with Hearst Stations, Inc. with convention attendees.	1	Assistant Director - News	0.25
3	8/31/2015	Establishment of an intern program designed to assist members of the community	KCRA/KQCA maintained an internship program for the Fall of 2015. For this filing period the station had 17 interns who acquired skills in the area of broadcasting.	3	News Director Executive News Producer GM Executive Assistant	1.00
4	10/6/2015	Participation in events or programs sponsored by educational institutions	Career Day at Bella Vista HS. Discussed career opportunities in broadcast journalism with over 2,100 high school students.	2	Executive Producer Anchor/Report	0.25
5	11/3/2015	Participation in events or programs sponsored by educational institutions	Spoke to a class of 35 Senior/Graduating Communication (broadcast) students at Sacramento State. Discussed future opportunities upon graduation.	1	General Sales Manager	0.25
6	1/18/2016	Establishment of an intern program designed to assist members of the community	KCRA/KQCA maintained an internship program for the Spring of 2016. For this filing period the station had 16 interns who acquired skills in the area of broadcasting.	3	Producer News Executive Executive Assistant News Director	1.00
7	3/15/2016	Participation in events or programs sponsored by educational institutions	On March 15, 2016, Michelle Dapper, Sports Anchor/Reporter spoke to a Sport and Society class at Moreau Catholic HS about a career in sports media.	1	Sports Anchor/Reporter	0.25
8	3/22/2016	Participation in Job Fairs	University of Southern California's Annenberg School of Communication and Journalism held a job fair on 3-22-16. News Director met with college juniors and seniors who were looking for both internships and entry level positions.	1	News Director	0.25

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9	5/11/2016	Participation in events sponsored by community groups	A Media and public speaking session for the Nehemiah Emerging Leaders Program was held at KCRA for 17 participants who were given feedback/advice on how to talk with the media.	3	Creative Services Director Anchor/Reporter Anchor/Reporter	0.25
10	6/5/2016	Participation in events or programs sponsored by educational institutions	Arizona State University - Walter Cronkite School of Journalism and Mass Communication with NAB held a media Sales Institute Program for 15 college level candidates who have an interest in media sales.	1	General Sales Manager	0.25
11	6/13/2016	Establishment of an intern program designed to assist members of the community	KCRA/KQCA maintained an internship program for the Summer of 2016. For this filing period the station had 12 interns who acquired skills in the area of broadcasting.	3	Executive News Producer News Director Executive Assistant	1.00
12	7/21/2016	Participation in Job Fairs	A hiring event on 7-21-16 from 11:00am to 3:00pm held at McClellan Park for veterans, transitioning military personnel, national guard members, reserve members and spouses.	2	Director of Engineering Director of Veteran Recruiting	0.25
TOTAL POINTS OVER REPORTING PERIOD:						5.25